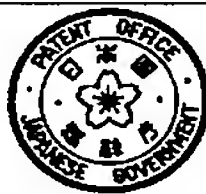


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(54) DATA COMMUNICATION SYSTEM,
TRANSMITTER AND RECEIVER TO BE USED
THEREFOR

(57) Abstract:

PROBLEM TO BE SOLVED: To provide a data communication system, with which only required data can be selectively received with low power consumption when the amount of data to be broadcasted becomes excessive.

SOLUTION: Concerning the data communication system, with which each of portable terminals is provided with a selective data receiving means 30 for selectively receiving transmitted data and a received data processing means 39 for processing received data, provided with a transmitter 5 equipped with a contents data generating means 16 for generating contents data and plural portable terminals 4, this system is further provided with a profile ID link means 24 for generating and linking a profile ID corresponding to contents data

and a profile related to transmitting/receiving and on the basis of the profile ID, the selective data receiving means of the portable terminal sorts data.

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